Ricardo Daniel Salgado

2808 – 195 Redpath Ave – Toronto, ON. M4P 0E4   (647) 562 8193

e-mail: ricardodsalg@gmail.com   **Portfolio:** ricksalgado.ca   **LinkedIn:** linkedin.com/in/ricardodsalgado

PROFILE SUMARY

As a web designer and UI/UX enthusiast, I'm driven by the challenge of creating digital experiences that are not only visually engaging but also intuitive and user-centered. My approach blends creativity with a deep understanding of how design impacts user interaction. I don't just design—I dive into problems, strategize with a focus on usability, and collaborate to craft solutions that meet both business goals and user needs. My passion lies in the details, whether it's refining a user flow, enhancing a website's responsiveness, or aligning every element to deliver seamless interaction. From concept to code, I'm committed to building digital journeys that connect, engage, and inspire.

HIGHLIGHT OF QUALIFICATIONS

- Entire Career creating Graphic and Web designs with Adobe Products (Photoshop, InDesign, Illustrator, Premiere)
- Strong creative skills and ability to create solutions to challenges.
- My experiences made me work with Premiere and After Effects.
- I have use tools like Figma and Adobe XD to create web layouts.
- Developed websites, ecommerce, and landing pages using Wordpress, Shopify, and hard coding in HTML, CSS, Java Script, Type Script, and React.

PROFESSIONAL EXPERIENCE

WEB AND GRAPHIC DESIGNER
Accurate Solutions Advertisement – Hamilton, ON   October 2023 – August 2024

- Led design projects across print, developing assets including banners, flyers, packaging, posters, billboards, catalogues, and labels.

- Led all the web design and development endeavors using a big variety of tools and strategies as Wordpress, Shopify, and hard coding in HTML, CSS, JavaScript, Typescript, and React.

- Created dynamic video content and animations to enhance marketing strategies using Premiere Pro and After Effects.

- Spearheaded the development of responsive websites and e-commerce platforms using WordPress and Shopify, integrating UX principles through Figma and Adobe XD.

WEB DESIGNER
Academia do Perito (Expert's Academy) – São Paulo, Brasil   September 2021 – April 2022

- Creation and design of the Academy's web site and every inside page using WordPress CMS and Elementor plugin. UI prototype by using Figma and XD.

- IT Support to product release.

- Social Media Management using Photoshop to post creation, Illustrator for Logo Creation and maintenance, and InDesign to brochure design.

- Video Ads Creation with Premiere and After Effects.

GRAPHIC DESIGNER

BRF S.A. (Brazil Foods) – São Paulo, Brazil   August 2018 – May 2021

- Development, analysis, and edition of the global package artworks.
- Following and applying the legal information for the international and domestic markets.
- Following the Graphic Process of the packages: Creation using Adobe Illustrator and Photoshop, approval with project management and working with the whole team responsible for each part of process, color pattern evaluation (CMYK and Pantone check), and packages production.
- Video Creation with Premiere and After Effects.

WEB DEVELOPER

32U – Soluções Inteligentes (Smart Solutions) – São Paulo, Brazil   October 2017 – July 2018

- Website creation, using WordPress with Elementor, and editing using Figma to UI combined for coding in PHP, HTML5/CSS3, and JavaScript expertise.
- Increased the volume of business by capturing leads through SEO (Search engine optimization)/SEM (search engine marketing) techniques campaign.
- Creation of the Customer Experience process based in CRM Knowledge, UI/UX Process, Design Impact, and Customer Success Centered Design.
- Planning, analysis, and administration of online campaigns on Facebook Ads and Google Ads.

EDUCATION

SENECA COLLEGE   (May 2022 - October 2023)
INM - (Interactive Media Design)
GPA: 3,7

Relevant Courses: Web Development, User Experience Design (UX), Design Principles, Adaptive Web Design, Video, Photography, Sound, VFX, Design and Development, UX and Interaction Design, and Development and Emerging Tech.

UNIVERSIDADE GAMA FILHO   (Sep 2012 - February 2014)
Post-Graduation Program in Sportive Marketing Management

FACULDADE FLAMINGO   (March 2008 – July 2010)
(INTERACTIVE MEDIA DESIGN)

LANGUAGES

English   Portuguese   Spanish   French

CERTIFICATIONS

- Sketching for UX Designers,
- PHP I,
- PHP II,
- Create Avatar with After Effects,

- Story Hero,
- App Development,
- Figma for UX Research: Presentations that Stand Out.

- Curso de React com TypeScript do básico ao avançado com projetos

SOFT-SKILLS

- Creativity
- Communication
- Problem-solving
- Adaptability
- Collaboration

- Empathy
- Leadership
- Open-mindedness
- Organization
- Flexibility

HARD-SKILS

- Adobe Creative Suite
- Front-End Develop
- UI and UX design
- Prototyping and wireframing
- Motion graphics and animation
- Video editing and post-production
- Packaging design